

Home Visitation Evangelism

The "Two by Two" Series—Pamphlet No. III

Information and Suggestion
for Workers

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INFORMATION AND SUGGESTIONS FOR WORKERS

(This folder should be given to each worker.)

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Jesus Christ is a living personality in the life of the world. Millions of people are glad to testify that their lives have been made happy, strong, and useful because they came in touch with Him. Christ expects his followers to help build and extend His kingdom by becoming "Fishers of men". He instructed the seventy and sent them forth, two by two, to take His message to others. Those who heard Christ's last command, "Go ye unto all the world and preach the Gospel to every creature," knew it involved a personal responsibility for the salvation of others. In the early Christian church each Christian felt a personal responsibility to take the message and invitation of Christ to his relatives, friends, neighbors, and fellow workmen. During the passing of the centuries, this vision and evangelistic spirit of the early Christians has almost been lost. Laymen have influence over relatives, friends, neighbors, and people with whom they work; but few laymen feel a personal responsibility to use this influence in the interest of Christ and His church. Christ expects His followers to win others. Therefore, it is important to inquire: "How can laymen most successfully and efficiently do this work? What is the best method laymen can use?"

**THE EVANGELISTIC METHOD USED BY CHRIST AND THE
EARLY CHRISTIAN CHURCH**

A personal interview or invitation from Christ won the following people: Nicodemus, Zaccheus, the Samaritan Woman at the well, the Demoniac, Matthew, Philip, Nathaniel, Mary, Andrew, Peter, and many others. According to the gospel records all of Christ's outstanding followers were won by this method.

The method used by the early Christian church is indicated in the Gospel of John, which was written after the church was well established. There is no mention in this gospel of the Sermon on the Mount, the Lord's Prayer, hell, the Lord's Supper, and many other things; but there are recorded fourteen personal interviews which Christ had with people as He won or endeavored to win them. This indicates the interest of the writer and of the early church in the Master's Method of Evangelism. This original New Testament method, adapted to modern conditions, is the most practical and efficient method that can be used to win people for Christ.

Laymen can do evangelistic work efficiently. Several hundred successful campaigns have been directed in which laymen won most of the converts. Several thousand churches will use this method this year. The most efficient evangelistic method a minister can use is to work with and through his laymen, using Christ's method of sending forth the twelve (Mark 6:7) and the seventy (Luke 10:1), two by two.

YOU WILL ENDEAVOR TO WIN THE FRIENDS OF YOUR CHURCH

During this campaign you are calling only on your church constituency, which is composed of unreached Sunday School pupils, parents of Sunday School pupils, parents of Boy Scouts, Camp Fire Girls, and other Children's organizations; unreached families related to the church through the Brotherhood, Young Peoples' Society, Ladies' Aid, Choir, Missionary Societies, and similar organizations; unreached members of church families and people who occasionally attend or have preference for your church. In the average church this constituency is as large as the membership. If these people become Christians they will unite with your church. Their salvation is dependent upon you. They are your responsibility.

FACTS ABOUT YOUR CHURCH CONSTITUENCY

Visiting in thousands of homes of the constituencies of many churches from coast to coast has revealed the following:

First, ninety-five per cent of this constituency has sometime, somewhere been enrolled in a Sunday School. When you visit with a father or mother you may be reasonably sure that you are talking to a person who was once in the Sunday School.

Second, the constituency is friendly and receptive. Over ninety five per cent of the constituency will immediately confess that they believe in Christ and the church and most of them will acknowledge that they should be Christians and members of the church. After a friendly visit many are ready to respond immediately to the personal invitation to become Christians, unite with the church, and take their place in the church life and Christian service. In many homes your task will be to get people to decide to do what they know and confess they should do.

WHAT DOES IT MEAN TO BE A CHRISTIAN?

"A Christian is a follower of Christ." This simple definition was given by a great church leader. Meditate about what it means to be a follower of Christ in faith, ideals, personal conduct, devotional life, and service. "Anyone who is a true follower of Christ has a right to call himself by His name, a Christian."

Bishop Edwin H. Hughes does not consider it sufficient to "Follow Christ." He says, "Christ must be received as well as followed." The writer desires to include Bishop Hughes' conception in the above definition. The true follower of Christ in personal prayer life, service, conduct, and worship will naturally receive Christ as part of his life.

Christ said, (John 6:37): "Him that cometh to me I will in no wise cast out." Anyone who honestly desires to be a Christian and who will consecrate his life to Christ, takes time to pray, worship, read the Word, and do the will of God, will find his way into the Christian life and into a natural personal religious experience.

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You are requested to read the following suggestions three or four times until you assimilate them. They should unconsciously help you in some visit and change defeat into victory.

GAINING ENTRANCE INTO A HOME

"We are from the Church and came to make a friendly call."

Your assignment card states why the family is on the constituency list. This information will furnish a point of contact and mutual interest as a basis for starting the visit.

HOW TO CONDUCT AN INTERVIEW

This is a Visitation endeavor, and you are to visit in a natural way until you accomplish the following:

First, visit until you have created a friendly atmosphere. Do not endeavor to win your prospect until this is done. It is best to create the friendly atmosphere while visiting about the children in the Sunday School, some member of the family who is a member of an organization of the church, or your prospect's past church or Sunday School relationship. This kind of a visit leads directly to the purpose of your call. If you have a difficult case, find some interest of your prospect and visit a few minutes about it—athletics, relatives, friends, radio, your prospect's business, or home. If you cannot create a friendly, favorable atmosphere, do not try to win the prospect. Simply change the conversation, visit about something else for a few minutes, invite the prospect to the church services, and make your next call. In ninety-nine per cent of the homes a friendly, favorable environment exists almost immediately, because you are callers from the church in which they are interested.

Second, visit with the purpose of learning the attitude of your prospect toward the Christian life and the church. Usually this in-

formation will be obtained while visiting to create the friendly, favorable environment. If it has not been attained, tactfully ask a few questions until you know your prospect's attitude and religious background. You must know this before you can intelligently direct the conversation to win him. The following question is often used for this purpose: "You have undoubtedly attended some church or Sunday School and were reared in a Christian home?" Smile with genuine friendliness when you ask this or a similar personal question and it is always well received. A pause gives your prospect time to explain his past religious connections. If he tells about having a praying mother or talks about the "Little Church in the Wildwood", where he attended Sunday School when a boy, or makes the confession (which ninety-five per cent of our prospects can make) that he believes in Christ, the church, and the Christian way of living, if he talks about these things, he only helps to warm himself up to the proposition which you will soon make. Do not do more than half the talking during the first part of the visit. If you can get your prospect to talk freely about these matters, he creates a fine atmosphere for the accomplishment of your purpose. In most cases you will accomplish the above within five minutes, but never use more than ten minutes for this part of the visit.

Third, proceed to direct the conversation by informing the prospect about the campaign and the purpose of your call. "This is Visitation Week at the church and we have forty laymen calling on all the friends of the church who are not members. If they are Christians we are extending them an invitation to unite with the church and if not to inquire if they are willing to consider becoming Christians and having a church home. Since your child is in the Sunday School (or reason stated on assignment card why they belong to the constituency) you are undoubtedly interested and a member of a church somewhere?" If he is a Christian and member of some church he will tell you about it. If not, he usually makes an explanation or apologizes for not being a Christian. His answer usually places him on the defensive and opens the way for a definite visit about his becoming a Christian or transferring his church letter. If he is not a Christian, since you have already sized up your prospect, proceed to make an appeal or a combination of the appeals found in the last half of this pamphlet. Do not proceed too fast. Permit your prospect to do part of the talking. Put your personality into the visit as it takes its natural course, but direct the conversation so that before you are through your prospect honestly faces his duty before God, his family, and society to become a Christian and member of the church. Present him with a Record of Decision Card and secure an answer before you leave.

APPROACHING YOUR FRIENDS

Where you are personally acquainted with the prospect and know the religious situation, within a minute of the time you enter the home, tell him what you are doing at the church and the purpose of your visit. "John, we are asking all the friends of the church who have never made their decision for Christ to consider the proposition and see if they can settle it now." At this point make any personal appeal that you think most effective for your prospect. Do not proceed too fast. Permit John to tell you what he thinks about it. The ten appeals that win will furnish talking points. The workers will put their personality into the visit and endeavor to direct the interview so that John honestly faces his duty to become a Christian.

HOW TO CONDUCT AN INTERVIEW WITH A CHILD OR YOUTH

First, secure the child or youth's confidence by asking about his public school work or visiting about his Sunday School class or teacher. Then tell him about the work you are doing. When you are ready to direct the conversation to win the child do not ask a question that can be answered easily by, "No". The average child who has been in the Sunday School wants to be a Christian and if you have his confidence he wants to measure up to your expectations. So expect the child to say, "Yes". Make a progressive appeal similar to this: "Frank (or Mary), you have been in the Sunday School receiving the teaching about Jesus and the Christian life and it undoubtedly appeals to you as the life you want to live?" Wait for an answer, it is almost sure to be an earnest nod of the head or, "Yes". Congratulate him, "You have the right attitude, Frank. There is nothing better than a Christian boyhood that has Christian ideals and purposes which will unfold into a strong dependable Christian youth and young manhood, a life that will be well lived, that will stand true to the noblest and highest purposes of life and meet the approval of God. Frank, I am glad you want to be a Christian and live this kind of a life." Have Frank fill out his Record of Decision Card. Inform him about Membership Sunday and the training class conducted by the pastor, and have prayer before leaving. (See the pamphlet on "The Sunday School's Part in a Campaign" for additional illustrative information about winning and training children.)

Many children and young people who have received religious instruction and training in a modern Sunday School will tell you that they are already Christians. Never disappoint a child by asking questions that indicate you doubt his Christian life, but build constructively on this confession of faith, have him fill out a Record of

Decision Card, arrange for baptism or membership according to the needs of the prospect. The pastor will place all children in training classes and have an instruction visit with young people before they present themselves for membership.

HOW TO MAKE AN APPEAL

Study the prospect and try the appeal which will obtain the most favorable consideration. If one appeal does not receive serious consideration, try a second or third, using at least three different appeals before leaving any prospect. Do not proceed too fast but if convenient, visit about the appeal and permit the prospect to express his opinion. Avoid asking a question that can be answered by "Yes", or "No", until the prospect is ready to make the desired decision. The prospect must be sold to the proposition presented before the case can be closed. Then endeavor to secure serious consideration and an answer from the appeal which receives the best response.

TEN APPEALS THAT WIN

1. **Conscience.** This appeal is based on the instinctive religious nature with which every human being is endowed. Jesus Christ fits into human personality, so that it is natural for people to realize that they should become Christians. The conversation often develops in this way: "You undoubtedly believe in Christ and the church?" Almost every prospect will give the desired answer. "If you believe in Christ and the church, don't you believe you should be a Christian and member of the church?" Most answers will be in the affirmative. The visitor's task with most prospects will be to get them to do what they confess they should do. Many prospects will say, "I have no argument against it. I know it is what I should do."

A personal interest and friendly invitation depending on the prospect's background of religious training and interest is all that is necessary to win many people. The Holy Spirit works through human personality and many prospects only need a friendly visit during which the invitation to become a Christian is placed squarely before them. A team of laymen interviewed a prominent attorney who said, "I have been associated with the church people of this city for twenty years in every public movement for moral and civic righteousness and you are the first men who ever spoke to me about becoming a Christian." In every campaign, people of the church constituency are won who say that no one ever personally spoke to them about the Christian life. This condition should not exist among families con-

nected with the church. The Holy Spirit often does its work before the visitors arrive. During every campaign, teams of laymen report winning people who are interested, and only needed a personal invitation or encouragement. Matthew, Philip, Andrew, and others, whom Christ won belonged to this group.

2. The Appeal for the Christian Home includes parental responsibility for the moral and religious training of children. Most parents will sacrifice and make any necessary adjustment in life for the welfare of their home and children. Many non-Christian parents send their children to Sunday School because they want them to receive moral and religious training. These parents recognize the value of the church and they are very susceptible to the appeal of the Christian home for the sake of their children. This statement has been used very effectively. "These two children are two good reasons why you should be Christians and unite with the church." A United Brethren minister at South Bend, Indiana, reported at a workers' meeting that he was visiting with a police sergeant about the Christian life and home. The police sergeant was doing much of the talking. Before the minister was ready to make his appeal to win the man, the sergeant had talked himself into making the decision, and pointing to his four year old boy playing on the floor, remarked, "That boy is the reason why my wife and I ought to be Christians and members of your church." A judge was won and, after prayer, his first statement was, "Men, the regret of my life is that I did not become a Christian and unite with the church a few years ago when my son wanted to take this step and wanted me to go with him." Parents almost universally acknowledge that their children should have a Christian home with moral and religious training.

A child or youth is often won in the presence of the parents and the decision is then used as a point of contact to appeal for parental co-operation and companionship. Parents are always interested and usually become very sympathetic when their children are being interviewed. They usually are interested as much in the conversation as the child who is making the decision. Most parents who are not Christians will at least approve and usually help the workers by encouraging their children to become Christians. After closing the child's case make an appeal for father and mother to become Christians, to give the child a Christian home and Christian companionship; and for the entire family to take its place in the church. A call was made on a mother who said she had not been inside of any church for years. The writer sized up the prospect and decided to make the approach through a thirteen year old daughter, who was a member of the Sunday School. After a very pleasant, earnest visit, a progressive appeal was made. The mother had been intensely interested in the entire

conversation, and when the daughter hesitated the mother gave her encouragement. The daughter responded, the case was closed with prayer, and the Record of Decision Card signed. After a short visit about a Christian home and the importance of Christian example and companionship for the daughter, the mother was invited to become a Christian. When she hesitated the appeal was made for the mother to start the Christian life, be baptized, and join the church with her daughter. The mother looked at the daughter who was wistfully watching her. She could not refuse to give her heart to Jesus Christ after she had just encouraged her daughter. The mother broke down in tears and surrendered her life to Christ. Many parents will do things for the sake of their children which they will not do just for themselves. This is one of the strongest appeals, and workers should not leave any home where there are children without using it. (See the pamphlet on "The Sunday School's Part in a Campaign" for a graded appeal illustrating how to use the influence of different age children to win parents).

"A little child shall lead them." Arrange for the baptism of children on Membership Sunday because this opens the way for the consecration of many parents. A babe should never be baptized or a child received into the church membership without a special endeavor being made to win the parents. This is the golden opportunity to make a Christian home.

3. **Service.** The appeal for Christian service is very effective for youth, young married people, and the modern business man who has a vision of community service. The strength of the appeal of service for winning young men is illustrated by the way they responded to the heroic sacrificial appeal for service during the World War. In dealing with red-blooded youth, make a strong appeal for Christian manhood, which is the noblest, strongest, and most worth while life. The appeal of service presented in the form of a challenge is very effective. Challenge a youth to give himself to Jesus Christ as the biggest and most important thing he can do, or challenge him to become a Christian and have a strong, dependable Christian character, which will mean much to his home, friends, country, and future life.

4. **Christian Friendship.** The example of husband, wife, children, or friends becoming Christians is the deciding factor for winning many prospects. Nothing succeeds like success. Prospects are often told, "We expect to receive one hundred new members on next Sunday." When relatives or friends are taking the step, prospects give more consideration to their own lives and future. The knowledge that many people are becoming Christians often encourages others to make decisions. The influence of children and friends is illustrated by the following experience. A team of workers interview a mother and failed to win her. A seventeen year old daughter was called into

the room and won in the presence of the mother. A son, twenty-one years old, who was upstairs operating a radio, was called into the room and within fifteen minutes surrendered his life to Christ. The mother became tender and sympathetic during the conversation with the young people, and then volunteered, "I guess I had better go with the children." The young man told the workers that he thought they could win his "side-kick", because both of them had talked recently about becoming Christians and attending church. He consented to go with the workers to see his chum, who was easily won. They requested the workers to see two other fellows who chummed with them. It was not a difficult task to win these four splendid young men and have them start the Christian life and unite with the church together. When you win a prospect, immediately endeavor to win the rest of the family and friends, because you have a fine point of contact and a splendid appeal.

5. **The Intellectual Appeal** meets with a fine response. A direct appeal to the prospect's reason and best judgment will win many fine people. Do not lambast prospects, telling them how bad they have been, that they are lost and going to hell. They know these things. Acknowledge the faith and good qualities found in each prospect and endeavor to build on them. The appeal is sometimes made in this way, "You already believe and accept most of the teachings of Christ. At the heart of the teachings of Christ are the fatherhood of God, the brotherhood of man, the Golden Rule, justice, righteousness, purity, immortality, and a personal prayer life. Since you are practicing most of these teachings, the challenge comes for you to put your life back of them. You believe in the ideals and principles for which Jesus Christ and the Church stand. Then the example and influence of your life should be for Christ and the church. Instead of allowing yourself to drift, you are asked to face the proposition of becoming a Christian. Use your best judgment, reach a decision, and act upon it." People are ready and anxious to talk about the Christian life when approached in the right spirit. They often thank the workers for their personal interest, and almost universally invite the workers to return.

6. **The Appeal of Duty** overlaps and fits into several other appeals. This appeal can be presented as a duty the prospect owes himself, his children, Christian wife, home, Christian parents, friends, society, or God.

7. **Salvation from Sin.** Humanity is not perfect. No person ever lived a perfect life except Christ. Rom. 3:23, "All have sinned and come short of the glory of God." A desire to turn away from sin, repentance, and forgiveness are always involved. These things are clear to most Christians, but since ministers, congregations and denominations differ in their theological emphasis, this instruction is

left to each pastor to give what he considers necessary. Where sin exists it must be faced. The prospect is told that an adjustment of habits and conduct to conform to Christian living must be made. A team of women won a wife and the writer was requested to interview the husband. After a thirty minute interview failed to win him, the writer led in prayer before leaving the home. The husband became repentant during the prayer and with tears in his eyes confessed of gambling and other bad habits. He knew a change must be made in his habits but refused to surrender his life immediately to Christ. He said, "I am secretary of one of the gambling clubs. I promise you that I will balance and turn in my books, right other wrongs and be ready on Membership Sunday to come forward with my wife and make my first public confession." Such cases, where it is necessary for an adjustment of habits and conduct, are quite frequent. This kind of prospect is told how a meditative prayer each day will strengthen his will power and act as an anchorage to hold him true to the highest ideals and principles of the Christian life. He is instructed how, as a result of a personal prayer and devotional life, the ideals, principles, and Spirit of Christ will come into his life and transform, purify, and strengthen his character. In this way he is shown how Christ will give him victory over sin.

~~8. The Appeal for Christian Citizenship deals with one of the~~
~~9. The Emotional Appeal is seldom used unless it is combined~~
greatest needs of America. Our country needs more men who will be true to Christian ideals in social, business, and civic life. This appeal has been used very effectively with ex-service men but it is usually combined with some other appeal or an instruction visit about what it means to be a Christian. The ex-service "sincere decision conversion" in the pamphlet on "Variety of Religious Experience", illustrates how this appeal can be effectively used.

9. The Emotional Appeal is seldom used unless it is combined with some other appeal. This appeal does not secure a favorable response among modern thinking people. The appeal as to why people should accept Christ has shifted in recent years. A generation ago the appeal was largely to the emotional nature. When people were asked to accept Christ, the answer, "I do not feel like it", was often given as a sufficient reason.

Emotions are not the steadiest element in personality. When people depend on emotions for their religion they are often on the mountain top today and in the valley tomorrow. When religious emotions are at a low ebb many young Christians become discouraged and drop by the wayside. Emotions of sorrow, laughter, or anger cannot be maintained at the highest point indefinitely. Nature forces rest or a change which brings relief. Emotions are often misunderstood and misinterpreted. People can have an emotional experience

without ethical or Christian content. People sometimes testify about a real emotional experience and assume a "Holier than Thou" attitude, but their neighbors know they are selfish, greedy, and undependable. The writer once had a Sunday School superintendent who testified to an emotional experience, tears of ecstasy flowed down his cheeks, but it was necessary to put him out of office because he would not pay his debts, and because he was not honest in business transactions.

Emotions should take their natural place in the religious life. It would be disastrous to divorce religion and emotion. Leave emotions out of religion and it might become a cold lifeless formalism. The emotion of love is essential in the religious life. Intelligence, conscience, and will power along with the emotions should each take a natural place in a full rounded Christian life.

Sentimental appeals about mother, the old home, the awfulness of sin, hell, the hope of meeting loved ones in heaven, and death bed scenes arouse emotions and furnish the atmosphere under which some evangelists prefer to work. This emotional environment is not recommended. A different appeal and environment will obtain larger and more permanent results. However, a Home Visitation Evangelistic Campaign can be successfully conducted on an emotional basis if the pastor and laymen prefer to do the work in that way. Some workers use the emotional appeal where they think it will win, but the conversion should immediately be followed with a pastoral instruction visit. A combination of the emotional and some other appeal is sometimes very effective. (See pamphlet on "Variety of Religious Experiences.")

10. The Appeal to Get to Heaven was one of the outstanding evangelistic appeals of the preaching of yesterday, but it is a poor appeal for this generation. It is not usually successful in winning youth or the modern business man. This appeal receives its best response among elderly people. The following statements are often made: "You are approaching the evening time of life," or, "You have passed beyond the half-way mark in life and ought to be a Christian and member of the church." Pause, to permit your prospect to think about it. This appeal is sometimes effective in homes of bereavement because the passing of a loved one into the care of the Heavenly Father often makes it possible to win the family.

COMBINATION OF APPEALS

It is often best to combine appeals in a natural way according to the development of the conversation. The three most effective appeal groups in the order of results are:

1. The universal appeal of conscience is often combined with the appeal of duty, salvation from sin, or heaven. (Appeals 1, 6, 7, 9, and 10.)

2. The Christian home appeal including parental responsibility for the moral and religious training of children is often combined with the appeal of Christian friendship. This is one of the most effective appeal groups because many entire families are won. Over fifty per cent of the results of visitation evangelism are married people. (Appeals 2 and 4.)

3. The most effective group for winning youth and the modern business man is service, wasted influence, Christian citizenship, and the intellectual appeal. (Appeals 3, 5, and 8.)

The most appropriate appeal from each of the above groups is often used in an endeavor to find some point of contact that will win.

A WARNING

Never talk church membership to those who are not Christians, but go to the heart of the purpose of your visit, and endeavor to win your prospect to the Christian life. People are more interested in becoming Christians than in joining the church. The challenge of the Christian life meets with a better response than an appeal for Church membership. The Christian life always comes first and church membership second. However, every Christian should be a member of some church because the church is the organization through which Christians work to do Christ's will and extend His Kingdom. The appeal of the Christian life should be linked with church membership because experience has taught that most converts who do not join the church soon fall by the wayside. People need Christian fellowship, worship, and the inspiration of the gospel message to maintain their Christian lives. Your task is to encourage and help people to become Christians and to encourage Christians to become members of some church for mutual helpfulness and service.

EXCUSES

Unless the prospect is easily won, the visit will not proceed far until he makes some excuse for not being a Christian. The workers usually dispose of excuses in one of three ways:

First, visit briefly about the prospect's excuse, permitting him to express his opinion, then leave the subject in the background of the conversation and proceed to direct the interview using some of the appeals that win. Any excuse that the workers cannot conveniently answer can be handled in this way. This satisfies most prospects because they know that they are only making an excuse and that

there is no real reason why they should not be Christians and members of the church. This course is also taken with some excuses that can be easily answered because it takes less time.

Second, if the prospect is not sincere and is just making an excuse, it is often best to ignore it entirely and continue the visit about some of the appeals that win.

Third, if the excuse is genuine and actually stands in the prospect's way, preventing him from becoming a Christian, then it is best to make an honest endeavor to answer it. One of the workers should express his conviction and judgment about the excuse. If you cannot satisfactorily answer some question or excuse, no harm is done. Having faced the issue and expressed your opinion, endeavor to leave the subject in the background of the conversation. Do not argue, because prospects are never won in this way. If a prospect insists on arguing, close the interview in a friendly Christian way and make your next call, because it is impossible to win some prospects and the workers should not waste their time where they cannot get results. (See pamphlet on "Excuses" for answers for all the common excuses.)

A SAFE RETREAT

The workers never need to be embarrassed by not knowing how to answer an excuse or proceed farther with an interview because they can tactfully make a safe retreat at any time. If the prospect is a difficult case and progress cannot be made, visit a few minutes about the prospect's excuse, opinion, or any mutual interest; invite him to the church services and leave to make the next call. It is impossible to win every prospect, and the workers will leave some difficult cases with just a friendly invitation to attend the church services.

If the worker has become over-zealous, or too personal, or exercised too much pressure on his prospect, and caused some irritation, he should change the conversation and visit about something else for a few moments until a friendly atmosphere is again created. Then proceed on a different basis to endeavor to win the prospect, but if this is impossible, give him a very warm, cordial invitation to attend the church services, and leave to make the next call.

CHURCH LETTERS

A church letter prospect will be found on the average in one home out of three of the constituency list. The ratio in cities is larger than rural communities, but it is much larger everywhere than most pastors realize. Workers will call at homes where they do not expect to find a church letter, but husband, wife, youth, or grandmother, was sometime, somewhere a member of some church.

Some pastors and laymen belittle church letter work, but eighty per cent of the officials of the average church are transfers. Some pastors will doubt this statement but put it to the test, check up on the church officials, and be convinced. The Americans are a transient people. Very few people live in the community where they were born and very few middle aged Christians are now members of the church with which they originally united. Somebody took an interest and welcomed you to the church and invited you to transfer your membership, now it is your turn to extend a welcome and invitation to some one else. Bishop Henderson made the statement, "The Methodist Episcopal Church loses one hundred thousand members per year because of people moving." Experience has caused the writer to believe the Bishop's estimate is entirely too small. If Christians do not transfer their letters it is usually only a question of time until they gradually drift away and are eventually lost. Since securing church letters is conservation work and saves individuals and families for Christ and the church, the workers are requested to be just as sincere and conscientious in interviewing church letter cases as in handling converts. (See the pamphlet on "Church Letters" for eighteen reasons why Christians should transfer their membership.)

SOME GENERAL SUGGESTIONS

Team Work. Call two by two. The second personality adds strength and makes it easier to carry on the conversation and secure the decision. If one worker runs out of something to say, the partner carries on the conversation. The workers have more confidence because they can depend one on the other. We cannot improve on Christ's method of sending out the seventy, two by two.

Be Natural. Visit just as naturally as you would visit about your neighbors, politics, or a football game, even though you go in the spirit of the Master to visit in the interest of Christ and the church.

Talk to Men or Families Alone. If company is present, excuse yourself, and make a second call.

Thirty Minute Visits. If you cannot win your prospect within thirty minutes, it is usually best to leave and make your next call. In most homes you will accomplish all you can do within thirty minutes. The workers should average visiting in three homes each evening. Never waste time in unnecessary visitation. You are on business for Christ and the church. Start directing the conversation at the earliest advisable moment and if you decide you cannot win your prospect, invite him to the church services, and leave to make the next call. If the conversation is developing satisfactorily and you think you can win, take all the time necessary to accomplish your objective.

Never Argue or Offend. If your prospect has any difficulties or

opposition, have him state them. After the prospect talks about his difficulties or oppositions, he is in better mood for considering your proposition. If you disagree with a prospect, state your opinion and quickly leave the subject. Always leave a friendly attitude, so that the follow-up workers can build on the interest you have created.

A Personal Testimony is very effective. Testify about the value and joy of the Christian life or the value of church life in your family. Sometime during the visit these personal experiences should be woven into the conversation. This can be done naturally while visiting about some excuse or one of the ten appeals.

You Are Not After Church Members. This is not your task. Avoid ever giving anyone this impression. Your task is to encourage and to help people to become Christians and to encourage Christians to become members of some church for Christian service.

BRIEF SUGGESTIONS ABOUT SECURING A DECISION

Visit with a **Definite Purpose** of trying to win your prospect during the first interview. More people are won during the first visit than during the follow-up calls.

Direct the Conversation. As soon as you have sized up your prospect and get your point of contact, start directing the conversation toward the need and importance of your prospect becoming a Christian. Do not be afraid to go to the heart of the purpose of your call, knowing that, if satisfactory progress does not develop, a tactful, safe retreat can be made at any time. This should help you to lay aside any false timidity and enable you to approach your task confidently.

Avoid a "No" or "Not Now". Do not ask a question that can be answered in this way. Visit until your prospect is ready to make the decision you want.

Use of Appeals. Try the appeal you think will be most effective. If you receive a good response concentrate on it and the appeals from this group. Close your case and have your prospect sign a Record of Decision Card as soon as he is ready. If your first appeal does not meet with a favorable response, try the appeal you think will be most effective from each of the other appeal groups. Concentrate on the appeal group which is given the most favorable consideration and use it in securing your final answer.

Record of Decision Card. The face of this card contains the form for three decisions: the Christian life, church membership, and transfer of church letter. The back of the card contains the questions for new converts who desire to join the church. Most workers secure the decision and then use this card as the name indicates for a Record of the Decision to be given to the pastor for his follow-up personal in-

struction visit. Some laymen find it convenient to present the card to the prospect, have him read the requested decision and ask for his signature. This is followed by prayer and a pastoral instruction visit. The card helps to make the decision definite. The prospect's signature to his decision often strengthens his will power.

A Salesmanship Task. A clerk waits for the customer; a salesman goes to the customer and presents his goods or proposition and is not satisfied until he has the customer's name on the dotted line for the order. Your task will be similar. You will use a Record of Decision Card to record the decision.

Family Interviews. Experienced workers usually obtain their best results when they interview the entire family. The development of the conversation often indicates that some member of the family is ready to make a decision. Put the proposition first to the one that is ready and secure an answer. Then turn to the others and say, "Your wife (husband, son or daughter) is ready to make the decision and you undoubtedly want to make it unanimous." By using the influence of one member to win the others, many entire families are won. The appeal for a united family in the Christian life and church is very effective.

Membership Sunday has a psychological value and aids in closing cases that are almost persuaded. The assurance that a large number of people are going to be received on Membership Sunday, helps close many cases where the individual has not been attending church and is a stranger, timid, or sufficiently human that he does not want to be the "only one to go forward." Membership Sunday also furnishes a good talking point for securing an immediate decision and being received with others on Membership Day. "We are asking all the friends of the church to face their duty to Christ and the church, decide now, and be received on Membership Day."

Make a Progressive Appeal. "Of course you propose to live a Christian life," or "You undoubtedly desire to become a Christian," or "You certainly want to rear these children in a Christian home." If you ever receive a "No" or "Not now", it is necessary to take time to visit around and pass the refusal so you can make a progressive appeal from a different viewpoint.

Persistence. In a friendly spirit you will exemplify the persistence of a salesman in the name and spirit of Jesus Christ in an endeavor to win your prospect. The first call is the best time to win the average prospect. Gently urge for the right decision. Accept no excuse. Most prospects recognize that there is no justified excuse for not being a Christian or member of the church. Prospects are

often near the kingdom and need a little persistent encouragement in order that they may take the step that conscience and their best judgment indicates.

A Pastoral Instruction Visit will be made on every convert. Secure your decision, "Him that cometh to me I will in no wise cast out", John 6:37. The pastor will follow your call with a personal instruction visit which will deal with the spiritual side of the decision—prayer, devotions, recognizing Christ in the home, church worship, and Christian service. This, like any other method, will be as spiritual as the leadership of your church. Anyone who will conscientiously take time to pray, worship, read the Word, and do the will of Christ will find his way into a personal religious experience. Trust the Holy Spirit to care for the religious experience of the person who, after deciding for Christ, will honestly do the above. The pastor's instruction visit is the beginning of a definite follow-up program.

Never Be Discouraged. Christ did not win every person whom he interviewed—remember the rich young ruler (Mark 10:17-22). Be optimistic, be cheerful, do your best, and leave the results with God. May God strengthen you for your task, bless you in your labor, and crown your efforts with success!

PAMPHLETS NOW IN PRINT

- I. HOME VISITATION EVANGELISM.—Introductory Pamphlet.
- II. PREPARATION FOR A CAMPAIGN (and) TRAINING THE WORKERS.
A pamphlet for the pastor and chairman of the evangelistic committee.
- III. INFORMATION AND SUGGESTIONS FOR WORKERS.
This pamphlet should be given to each worker.

Profit from the sale of these pamphlets will be used to mail free literature to propagate the program. Cash must accompany orders. Pamphlets 10c single copy; \$1.00 per dozen.

THE FOLLOWING PAMPHLETS WILL BE PRINTED AS SOON AS FUNDS ARE AVAILABLE

- IV. SECURING CHURCH LETTERS.
- V. HOW TO ANSWER EXCUSES. (Answers for all the common questions).
- VI. THE SUNDAY SCHOOL'S PART IN THE CAMPAIGN.
- VII. THE YOUNG PEOPLE'S PART IN THE CAMPAIGN.
- VIII. ARE THESE PEOPLE CONVERTED? (Variety of Religious Experience).
- IX. SALESMANSHIP PRINCIPLES APPLIED TO EVANGELISM.
- X. HOME VISITATION EVANGELISM ILLUSTRATED.
- XI. THE FOLLOW-UP PROGRAM.
- XII. RECOGNIZING CHRIST IN THE HOME.

Some of the most important pamphlets will be off the press about Christmas time.

